

# If all your data were wiped out, would your business survive?



## Are you minutes away from catastrophe?

Data is the most valuable resource of your business. What if suddenly a disaster struck, like the power blackout that crippled much of Ontario a few years ago? What if a virus infiltrated your security defenses, or a fire, theft or human error resulted in loss of mission critical data? If you are relying on on-site, tape-based backups that often fail to restore properly and if you don't have a serious, professional, off-site back up plan in place for business continuity and disaster recovery, you could be minutes away from catastrophe!

## Get the power of today's ultimate backup and disaster recovery solution!

We are Essential Data Services Inc., a division of Infinity Network Solutions Inc. We have created a fully-automated, secure, reliable, offsite solution that can prevent downtime and loss of data due to virtually any disaster, and is the choice of 80% of Fortune 100 Companies!

## Your data is safe in our hands!

We partner with IBM/Tivoli and TELUS Canada to provide small and medium size businesses with an industry-leading backup/restore solution. Your data is backed up from your servers to our co-located off-site servers in an ultra-secure data centre fortress. The facility is protected with video surveillance cameras, sophisticated ID verification, and bullet-resistant walls, glass, and security station. Nothing can get to your data except you!

*"An off-site data storage and recovery plan is like buying health insurance for your business ... while you hope that you will never need it, you cannot afford to do without it!"*

**Protecting your data isn't just critical ... it's essential!**

# Essential safeguards your business' vital data with exceptional scalability, flexibility and reliability

With Essential Data Services, your company benefits from

- **IBM/Tivoli backup software used by most Fortune 100 companies** provided at a fraction of the cost. Buying through Essential, your company has a unique opportunity to employ one of the safest, easiest and most reliable backup solutions in the market today.  
*"A small investment up front can save you many times that amount later in terms of manpower, revenue, and overall profitability."*
- **Automated on-line backup and restore** providing daily scheduled backup, off-site, and 24 hour availability with no internal technical intervention or requests - Set it and forget it!  
*"93% of companies that lost their data centre for 10 days filed for bankruptcy within one year of the disaster."*
- **Increased efficiency.** Our method automatically backs up only the changed files as per a schedule. Our clients claim the time spent by staff related to backups dropped an average of 26 times, while the time for restoration was reduced to less than one tenth of the original time.  
*"One in every 4 computer users will suffer a critical data loss this year."*
- **Centralized access to data** by administrators who can initiate backup/restore operations from any remote office using a standard web browser.  
*"Analysts estimate nearly 50 percent of tape-based backups for servers fail to restore properly."*
- **Access to a pre-determined number of versions of a file** in the case of accidental deletion or modification.  
*"Approximately 34.4% of all unplanned downtime occurred due to human error."*
- **Compliance with government regulations.** There are several government acts such as Sarbanes-Oxley and HIPAA which require that companies retain a backup copy of certain data for a specified time.  
*"Failure to produce records requested by a regulator or investigator can lead to fines, jail terms, and loss of customer and public trust."*
- **The safety of one of the most secure and technologically advanced co-locations in North America.**  
*"On-site storage isn't safe!"*
- **Compatibility with all operating systems,** allowing our system to use your current infrastructure and saving you time and money.  
*"Implementation is quick, easy and affordable – Never worry about your data again!"*

**Can you afford not to use our services? Contact Essential Data Services today!**